

## ABSTRACT

Processes for producing a holographic material involve producing the holographic image on a polished, substantially smooth surface and then transferring the holographic image to a substrate. A metallic coating is applied to a smooth surface of a printing element to provide a coated surface, the coated surface is embossed to provide the holographic image, and the holographic image is transferred to a substrate via a bonding material, thereby producing the holographic material. The holographic material may be used to provide a decorative cover for an object or item, such as a floral grouping or a potted plant.